



Commonwealth Cleanup Week Educational Contest 2005

Public Awareness Campaign
Grades 3-5 and 6-8
Entry Form

Teacher's name _____

School address & phone number _____

_____ E-mail _____

Teacher's signature _____

All entries become property of the contest sponsors and may be used for promotional purposes. Photographs of winning students may be used in Kentucky Environmental and Public Protection Cabinet publications and distributed to the media.

T-shirts (Adult sizes): Small ____ Medium ____ Large ____ Extra large ____

CHECKLIST FOR SCHOOL WINNER ENTRIES

- ☐ Attach the appropriate grade-level entry/release form to the back of each entry. Label all materials.
- ☐ Make sure the release form is completed and signed.
- ☐ Include a brief presentation explaining the reasoning behind the campaign and an action plan that details campaign goals, target audience, and how the plan will be implemented.
- ☐ List T-shirt sizes and quantities on the form.
- ☐ Submit school winners (only one winning classroom per grade category) to the county extension agent by **Feb. 4, 2005**.

Judging criteria – public awareness campaign

Effective content – The entry shows an understanding of solid waste issues and ties in with Commonwealth Cleanup Week. There is a clear message effectively delivered to the prospective audience. The medium is appropriate for the message. 20 points possible.

Creativity – The entry creatively addresses the issue of solid waste. The campaign uses a unique or innovative approach. 20 points possible.

Composition/style – The entry demonstrates mastery of spelling, grammar and punctuation. The information is well written and organized. 20 points possible.

Design of materials – The entry shows good use of color, graphic elements, photographs and type. The layout is pleasing and appropriate for message. 20 points possible.

Effective use of electronic media – Audio style: the music and narrator's style are appropriate for message. The narration is clear and understandable. Visual style: the shots are appropriate for message. 20 points possible.